Managing of Ideology in English- Arabic Translation of news headlines

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Abstract

"How global is the media? This question can be examined in terms of ownership, production, distribution, content and reception. The boundaries in all these areas are not as clear as they were. The local can be so strong that the global itself becomes localized in the course of production, marketing and distribution."

(Gambier 2006:16)

This research aims to analyse the news headlines according to the political ideological stance of an agency.

It is hypothesized that a news producer modifies the news content and presentation according to the audience it addresses.

The data collected consist of news headlines in Arabic and English.

The research deals with studies of news values, news as discourse, news and ideology. It includes the

analysis of headlines of the news stories collected in Arabic and English. It ends with certain findings such as translation of newsheadlines implies varying ideological positions that please certain audience and displease others.

الملخص

كيف يمكن ان يكون الاعلام عالميا؟ يمكن تمحيص هذا السؤال عن طريق الملكية والانتاج والتوزيع والمحتوى والاستقبال . حيث ان الحدود في كل هذه المناطق ليست واضحة كالسابق.ا ذ ان الاخبار المحلية عادة ماتكون من القوة التي تجعل الاخبار العالمية نفسها محلية بالنسبة للانتاج والتسويق والتوزيع.(Gambier 2006:16)

يهدف هذا البحث الى تحليل عناويين الاخبار وفقا للموقف الايدويولوجي السياسي لوكالة الاخبار . ويفترض هذا البحث ان معد هذه الاخبار يعدل او يحور محتوى وعرض الاخبار وفقا لموقف القراء الموجه لهم .ان المادة التي جمعت في هذا البحث تتالف من العناويين في اللغة العربية والانجليزية .ويتناول هذا البحث دراسة قيمة العناويين والعناويين كنص والعناويين والعقيدة وكذلك يتضمن البحث تحليلا مفصلا للعناويين في اللغة العربية والانجليزية .وينتهي البحث ببعض النتائج التي توكد ان ترجمة العناويين تتضمن مواقف ايديولوجية التي قد ترضي بعض القراء وتزعج الاخرين .

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1. Arabic and English: Cultural & Linguistic Overview

English and Arabic are spoken by nations that are geographically, religiously, and socially distant. Language and culture, which is "whatever a person must know in order to function in a particular society" (Goodenough in wardhaugh 1986: 219), are in a mutually influential relationship, so the cultural dimension is very significant when two languages are involved in any type of interaction.

Thus Arabic and language are different from each other, both linguistically and culturally. Linguistically, Arabic is a Semitic language that depends on verbs made up of three consonants, "the-tri-consonantal-root," as a basic root from which all other vocabulary can be derived (De Yong, 1999). Arabic is also a highly inflected language that depends on inflections to determine case, gender and number.

Another salient feature of Arabic is diglossia.

"Diglossia is a situation where two very different variation of language co-occur throughout a community of speakers, each having a distinct range of social functions" (Dickins, 2002:167).

On the other hand, English language is an Indo-European language that is partially inflectional and highly word-order dependent. It is non-diglossic but differentiates between spoken and written language.

2. Discourse and Text

Fairclough and Wodak 1997,(cited in Wodak and Meyer 2009:4)

Maintains that discourse as 'language in use', i.e. language as social practice, emphasizing the role of " the context of language in use'.

Media texts in general, and news stories in particular, represent typical examples of ' language in use',

I.e. of discourse. A text is considered to be a coherent and cohesive stretch of language, that is an instance of news discourse. A text could either be one story or a part of a story.

3. Power and Ideology

Power and ideology are two concepts that their basic features are to be discussed in this research as far as they are related to discourse.

3-1. Power

Power referred to in this context does not underscore the type of power exercised by individuals, but rather institutional power. News is one type of these institutionalized

systems of power. Individual journalists have little impact on the final product of their work. The established institutional practices impose their style, linguistic options and ultimately all discursive features that result in maintaining, producing and continuously reproducing the dominant power relations that are guarded by the intentions established for the purpose or manipulated to exercise such a role.

Mayr (2008:2) compares the institutional power of news to the power of the other institutional, such as prisons, while Machin (2008:63) compares

The role of news organizations to the role played by other institutions such as schools and hospitals.

As established institutions, news producers exercise hegemony on individual journalists, types of news, their context presentation and formulation and ultimately the guantity and orientation of information received by the news audience.

3.2 Ideology

Closely related to the question of power, as mentioned above, is the concept of ideology. The two concepts go hand-in-hand.

Wodak (2007:2) states that the concept of ideology is probably one of the most complex of the terms, beliefs, opinions and ideologies. Van Dijk (1998:1), when discussing the, "the fuzzy life ideology", points out that it is nearly a routine for studies about Ideology "to begin with a remark about the vagueness of the notion and the resulting theoretical confusion of its analysis."

Kress (1985: 29) point out that the meaning of the ideology ranges "from the relatively innocuous ' system of the ideas' or 'worldview' to more contested ones such as ' false consciousness' or 'ideas of the dominant, ruling class"

Anthonissen (2001:45) observes that ideology is defined as a 'delusion', as false consciousnesses, i.e. as false constellation of beliefs, attitudes, dispositions, etc. Similar to the position on hidden or indirect power, concealed ideologies are considered to be considerable importance, as compared to direct and clearly brandished ideologies.

Reah (1998:54) maintains that it is easy to resist

A particular viewpoint or ideology when you know it is being presented to you, but not easy to resist when the viewpoint or ideology is concealed.

As news is not a type of discourse that clearly adopts ideological orientations, ideology could therefore be presented in a sub tie or concealed way.

4. Translation and Equivalence

Translation Studies, which is by definition a multilingual research field, has developed from a profession and a craft into an interdisciplinary field influenced by various branches of linguistics, comparative literature, communication studies, philosophy and a range of types of cultural studies, including postcolonialism and postmodernism, as well as sociology and historiography (Munday 2008a). Researchers from different theoretical backgrounds contributed to the development of the field with approaches that tended to shape the stydy of translation according to those diverse backgrounds.

Through its long history in different parts of the world, translation practice and study have been dominated by the debate over the degree of translation's equivalence, and degree of faithfulness. Dichotomies, such as' word –for-word' versus' sense-for-sense' or 'literal' versus' free' translations have surfaced in many professional and academic circles (for a review, see Munday 2008a:19-22). Such debates concerning translation theory have traditionally focused mainly on the comparison of the source text (ST) and target text (TT), taking the concept of 'fidelity' as the basic criterion (Yan 2007).

4.1 Translation Strategies and Procedures

It has long been proved that translating concepts and ideas from one language into another is not an easy and straightforward task. Linguists and translators have concluded that no two languages identical. Languages clearly differ in their

Perspective, classification and delimitation of the reality of the world. However, the existence of translation and translators through history has led researchers to wonder about the means, techniques and procedures to which translators have resource in order to overcome the difficulties of linguistic diversity (Newmark 1988, Vinay and Darbelnet 1995 (19771). The following are some of these procedures.

4.1.1 Borrowing

Vinay and Darbelnet (1995:31) refer to borrowing as a procedure used to overcome a lacuna, usually a metalinguistic one such as a new technical process or an unknown concept. They remark that borrowing is the simplest of all translation methods. Newmark (1988:81) uses the term transference to denote this procedure. Other terms for the same procedure emprunt, loan word and transcription (ibid.). Newmark defines it as the processes of transferring a SL word to a TL text. Borrowing is a procedure that takes place normally in language contact situations.

4.1.2 Calque

Calque is a special kind of borrowing whereby a language borrows an expression from another, but then translates literally each of its elements (Vinay and Darbelnet 1995:32).

Vinay and Darbelnet (ibid.) distinguish between lexical and structural calques. In a lexical calque the syntactic structures of the target language are respected when a new mode of expression is introduced. A structural calque introduces a totally new construction in the target language. Newmark refers to this procedures as through translation (Newmark 1988:84).

4.1.3 Literal translation

Literal, or word-for-word, translation is a direct transfer of a SL text into a grammatically and idiomatically appropriate TL text in which the translator's task is limited to observing adherence to the linguistic servitudes of the TL (Vinay and Darbelnet 1995:33). Vinay and Darbelnet (1995) describe literal translation as the only solution which reversible and complete in itself. They observe that it is most common when translating between languages of the same family, and even more so when they also share the same culture.

4.1.4 Transposition

Transposition refers to the procedure of replacing one word class with another without changing the meaning of the message (Vinay and Darbelnet 1995:36).Newmark employs the transposition together with shifts, which he identifies as a translation procedure involving a change in the grammar from SL to TL (Newmark 1988:85). While Vinay and Darbelnet restrict the term to one type of grammatical change (i.e. word class change (ibid.)), Newmark extends it to cover a wider range of grammatical shifts, hence his use of the plural forms in' transpositions and shifts'. Such shifts can be reflected in changes of number, person, gender, word order and word class changes. Shifts are generally necessary to avoid the use of calques.

4.1.5 Modulation

This procedure refers to the variation of the form of the message produced by a change in the point of the view. It is applied when translation, although structurally acceptable, is considered unsuitable or unidiomatic in the TL (Vinay and Darbelnet 1995: 36).

Newmark uses the same term to identify this procedure.

While previous procedures are applied at the word or phrase level, modulation is applicable at the whole message level.

The models proposed by Vinay and Darbelnet (1995) and Newmark (1998) referred to above have been supplemented and expanded by many other scholars of translation studies. However, they continue to be used as methods for teaching translation, as well as for evaluating the quality of translation (see, for instance, Didaoui's (1995, 2005) discussions of translation quality and quality management).

These are a few examples of translation procedures that have been commonly used in translation studies and translation teaching. The use of different types of translation procedures has led to endeavors to establish different types of translations and degrees of equivalence between source texts and target texts. These types could be arranged in a continuum ranging from literal to free translation, with varying degrees of proximity to the source text (for a review of types of equivalence from different perspectives see Hatim and Mason 1990, Munday 2008a, Dickins et al. 2002).

In spite of the relative acceptance of different degrees of equivalence, there is a shared position that a translation ought to be as faithful to the original message of the source text as possible. Dickins et al. (2000:21), for instance, acknowledge the illusory quest for perfect

equivalence between ST and TT and recognize that in any translation there is some kind of loss similar to the loss of energy when it is transferred from one form to another. However, they advocate that the translator's role should be to minimize the degree of loss in translation to the least possible degree (ibid.).

This brief summary concerning translation equivalence and translation procedures is necessary as a background for the discussion of media translation and translation of the news headlines. It will be shown that the latter goes far beyond the maximum degree (e.g. free translation) admitted by translation scholars and professional practitioners.

5. Translation, Discourse and Ideology

Moving away from those debates that focused on translation equivalence at the sentence level, or even sometimes at the word level, a new approach looked at translation using a larger textual approach, i.e. discourse and register analysis approaches, influenced by and benefiting from the growth of discourse analysis in applied linguistics. Building on Halliday's systematic functional grammar (Munday 2008a:90), these approaches study translation as a process and product, focusing on register and discourse level(see, for instance, Hatim and Mason 1990, Mason 2009). However, earlier studies in this branch of research focused mainly on the formal definition of discourse that go beyond the linguistic content to consider the social, political and economic implications of discourse in translation.

Acknowledging the ideology has always functioned as an' invisible hand' in translation practice , and the fact there are factors which influence translation, not only of a linguistic nature, but also representing the transmission of ideology between different nations and countries (Yan 2007:63), a cultural and ideological movement flourished in the field of translation studies that was represented in the approach towards the analysis of translation from a cultural studies angle (Munday 2008a:125).

In other words, much research from an ideological perspective has been concerned with uncovering manipulation in the TT that may be indicative of the translator's ideology or could be produced by ideological elements within the translation environment, such as pressure from publishers, editors or institutional and governmental authorities, creating tension between' foreignization' and 'domestication', in what Venuti (2008) refers to as the 'translator's invisibility'.

6. Classification of News

Different approaches to news study and analysis have appeared at different times in different parts of the world. These includes among others:

- Studies by current or former journalists who tell of their experiences, their job routines, practices and constraints, and give advice on good journalism and/or criticism of the media and news. Van Dijk labels their studies based on extensive research, rather than mere personal recollections and insights.

- Macrosociological studies that focus on overall organization and functioning of news institutions, including fieldwork, detailed descriptions of professional routines, together with analysis of the relationship between social constraints and social values that underlie the news gathering and production processes (Van DijK 1988).
- Systematic content analysis that takes a macrosociological stance combined with ideological analysis, and provides more concrete examples of actual news descriptions (Van Dijk 1988).
- Text-based analysis that concentrates only on texts for analysis. Meinhof (1994:213) referred to this type as closed text models and included in these models: content analysis, early sociosemiotic analysis and screen theory.
- Reader-based analysis that deviates from concentrating solely on a single reading of texts to an open view of interpreting texts, allowing a multiplicity of readings for the same text (Meinhof 1994:213). This approach could be placed within the general' audience readership research' in the media.
- interdisciplinary news research (Van Dijk, 1988). Van Dijk notes that this approach has been more dominant in the British tradition of news analysis with influences from Marxism and French Structuralism, with more interest shown by linguists in the analysis of news. Van Dijk concluded his review of different approaches by advocating this last strand of news studies, an approach that combines " linguistic, discourse analytic, psychological and sociological analysis of news discourse and news processes" (ibid:15).

News is generally regarded as a genre with a number of subdivisions or sub-genres. Research interests could be classified according to the means of transmission studied (e.g. radio, television, press, or web-news). It has been observed that press news have received the largest share of analysis and scrutiny. Another angle of looking at the news is through the type of news stories. The news genre is normally divided into four categories (adapted from Beli 1991:14):

According to Barkho (2007: 12-13), the discourse within inverted pyramid consists mainly of four layers: quoting, paraphrasing, background and comment.

The information in the schema is characterized by its discontinuous nature (Van Dijk 1985c:79). It is provided by installments in a step-by-step structure throughout the news text; it is generally governed by the principle of relevance (ibid.): The most important information, i.e. that most relevant to the topic, is presented first, followed by lower (less important) levels, and finally come the details of each respective schematic category (Van Dijk, 1988:178). For this reason they do not follow any temporal order; time frames and progression have no particular significance in the presentation of news. The application of these rules leads to the relegation of the most of the contextual and background information to lower parts of the news article.

The practice in the news production also favours stories that could be cut short at any point. Accordingly, the most important information will always be retained, even if a story were to be limited to a headline and a lead paragraph, or even a headline only. This is confirmed by Bell's (1991:174) remark that "the minimal, well-formed, modem news text […]is a one sentence story."

6.1. Headlines

In this section I will discuss the headline and subheading as textual phenomenon that is their functions as part of an entity that form a certain type of text: an article, (ibid.). Signaling credibility depends usually on selecting sources and attributions.

Fowler (1991:4) maintains that since news is socially constructed, what is presented as news does not reflect the intrinsic significance of the events that are reported. News is rather a reflection of complex procedures consisting of a number of artificial criteria for selection, transformation and presentation. Fowler (1991:4) further maintains that "news is a representation of the world in language; because language is semiotic code, it imposes a structure of values, social and economic in origin, on whatever is represented; and so inevitably news, like every discourse, constructively patterns that of which it speaks. News is a representation in this sense of construction; it is not a value-free reflection of tacts". He further points out that "there are always different ways of saying the same thing, and they are non random, accidental alternatives. Differences in expression carry ideological distinctions (and thus differences in representation)."

6.2 News and Ideology

Van Dijk (1988:179) observes that although news language was not found to be persuasive discourse in principle or intention, it might well have persuasive dimensions in a rather indirect sense. Although news journalists do not argue for nor adopt a position or opinion frankly, they certainly presuppose or institute such positions or opinions, through indirect inclusion of their social and ideological viewpoints. Further, he adds that "even professionally speaking, a news report will have to signal its credibility and therefore exhibit its truth diams"

7. Analysis of Headlines

Translators are usually expected to respect the content of the original headline in order to be faithful to the message of the source text. Although the structure of a title is language dependent, because different languages tend to impose or prefer certain structures, the

translator is usually expected to change such structures in a way that would respect the grammar of the target language without affecting the meaning of the original message. However, news agencies, and the media in general, tend to view the type of equivalence differently. They sometimes prefer to adopt a totally different message in order to accommodate the interests of a different audience or to serve a different purpose.

In this section, headlines of the corpus are analysed, compared and contrasted to show examples of where they differ and whether they reflect different messages, as well as of the linguistic tools to achieve that result.

Texts are analysed according to agency (through theme-shift, nominalization, and passivisation, total replacement or deletion), referential procedures (replacing a certain reference by a different, indirect or implied reference), verbs used (how actions are described differently in each language)

7.1Manipulating Agency

Agency is an important element in any news story. 'Who did what?' is one of the first questions that a news story presents and a headline is expected to answer. The corpus shows that, in some cases, the actor (agent) in an English news story is replaced by a different one in the corresponding Arabic news story. This is done by the use of different linguistic devices.

7.1.1 Shift of theme is one of these devices. In this case the relationship of theme-rheme is reversed or altered in some other way. As an example, the headline of the English story is *Iraqi police: Najaf wasn't prepared for officers* which corresponds to the Arabic ألشرطة العراقية تنسحب من النجف (Iraqi police withdraw from Najaf). Iraqi police are presented in the English text as an agent of the verb "says" implied by the use of the colon. Here the Iraqi police only declare the action, while the theme of the sentence is the name of a town "Najaf". The Arabic text, on the other hand, replaces "Najaf" by the Iraqi police, as a theme, deleting the declarative sentence. This change of thematisation totally changes the meaning of the title and hence the reading of the story that follows. By this change the Iraqi police movies from being an outside "announcer" of events to being an active actor. Moreover, it is an actor who is accused of 'doing' the withdrawal, an actor with a negative role. The English title takes an apologetic stance towards the action, qualifying the town as not being ready.

7.1.2 Nominalization is another device used to change agency. Active verbs are replaced in this case by nouns of the same verbs or completely different nouns. When actions are nominalised, the actor disappears behind a nouns; the reader might not know any more who did the action in question. The headlines discussed below are illustrative examples of this procedure.

In English headline Saudi forces kill two militants the transitive verb "kill" is used and the action is clearly attributed to "Saudi forces". The corresponding Arabic story uses a noun "مقتل", which means "killing", without mentioning any actor. The action could be the direct result of an actor's involvement (X killed Y) or the result of an indirect action (Y was killed

in an accident). It is left to the reader of the news to imagine who the actor is, as in the case of using the passive voice. The title of the corresponding Arabic headline

السعودية: مقتل اثنين على علاقة بحادث الخبر

(Saudi Arabia: killing of two persons related to al-khobar incident)

The active role of the Saudi Police is diluted by the use of the noun "killing" Which leaves a place for speculation about whether the two (militants in English and unidentified persons in Arabic) died in an accident or otherwise.

Additional explanatory text in Arabic sometimes dilutes the agency instead of making it more evident. The English headline "Al Qaeda threatens airlines" directly attributes the act of 'threatening' to Al Qaeda. However, the Arabic equivalent avoids this direct accusation by inserting an introductory phrase in the Arabic headline بيان منسوب للقاعدة: سنستهدف شركات الطيران قريبا (A statement attributed to Al Qaeda: we will target airlines soon). Here the introductory phrase makes it unclear whether the statement was really issued by Al Qaeda or not, and hence the strong agency in the English text, although maintained in the Arabic equivalent, does not have the same effect.

A similar process is used in the Arabic headline. بيان منسوب للزرقاوي: حرب العراق المقدسة في خطر (A statement attributed to Al- Zarqawi: the Iraq holy war is in danger).

While the English equivalent says, without any hedging, *Letter: Al-Zarqawi tells bin laden militants are getting squeezed.* Another observation here is that the use of the words "holy war", an expression usually in Arabic when translating literally from English as an equivalent of the word "jihad". This is an example of "calque" or "through translation". Meanwhile, the English colloquialism of "getting squeezed" is completely avoided in Arabic.

In some texts, the information given in each title is completely different. In the English headline *Saudi security rises after attack* followed by a subheadline *Saudi official: Gunman allowed to escape*. Here Saudi security forces are the clear subject of the first headline, and juxtaposition with the sub-headline, they became an implicit agent of the second sentence. The Arabic equivalent, however, opts for a different neutral content and structure: the Arabic headline is entitledمطاردات مستمرةواعتقالات في السعودية (continuous pursuits and arrests of wanted [persons] in Saudi Arabia). Here nominalization is used for a verb that does not appear in the English version. Moreover, the word "pursuit" which is the plural form of a noun derived from a verb that could translate as a chase or pursue implies a vigorous action, that doesn't concord with accusatory tone of the English headline implication that the security forces "fell down" and now they "rise", besides accusing them of playing a role in "allowing gunmen to escape".

The two English headlines, the first one with the headline U.N.draft: Iraq to control security forces and sub-headline U.S. - British revision gives time frame for multinational force, and the second one with the headline U.N. draft: Iraq to control security forces and subheadline U.S.- British revision settles critical point, present a rather complicated form of correspondence. The two English text address the same story, with the second headline being

a revised version of the first headline. Each story has a headline and subheadline, which means that there are four headlines for the same story as the first headline is identical in both stories; three different headlines are actually used in English. The Arabic corresponding version has only one headline. The Arabic headline that is entitled مشروع قرار معدل: العراق هو الذي سيدير الامن (Amended draft resolution: Iraq will security). Although the equivalent contains the essence of the English, not all details are included. The English specifies that is a "U.N. draft [resolution]", while the Arabic headline does not mention the U.N. the role of the United States and Britain in revising the text is not highlighted either, as compared to the English subheadline.

In the English headline Syria preparing sanctions against United States has the equivalent دمشق تعد"قانون محاسبة امريكا" ردا على العقوبات (Damascus prepares" America accountability act**"** in response to sanctions). The actor is nearly the same in both stories, although the English uses the country's name "Syria", while uses the name of the country's capital, "Damascus". This could be considered stylistic preference and a common feature of news language**,** whereby a country's and the name of its capital are used interchangeably. Other details show, however, clear difference of denotation and connotation. The English headline present Syria's action as an aggressive act against the United States, while the Arabic one adds the explanation that this act was taken in response to sanctions, making it a defensive action. In addition, the structure of the Arabic headline uses the name of the law between inverted cammas" America Accountability Act" to invoke the name of a similar law, that is "Syria Accountability Act", which was adopted by the United States shortly before**.** The 'U.S.' in the English headline, entitled *U.S. transfers power in Iraq*, is replaced by 'Bremer' in the Arabic equivalent, بريمر ينهي مهمته في العراق ويسلم السيادة (Bremer ends his mission in Iraq and hands over sovereignty); whereas 'power' in English is replaced by sovereignty' in Arabic**.**

In the examples above, it is evident that agency is manipulated in different ways. Agency in the headlines tends to adopt different positions from those taken by the English ones. There is a tendency to dilute directly accusatory terms in English headlines by the use hedged forms or other indirect formulations of agency.

7.1.2 Referential Indications

Referential Indications represent another area of difference in the headlines and news stories in general. The choice of a certain name or title could be an indication of the adoption of a certain ideological position. This could be justified as a simple choice made to convey a clearer message to the target audience, by using a name that is more familiar or avoiding foreign, difficult-to-pronounce names. Nevertheless, this was not always the case as the examples below show.

In the English headline *Fatah leader sentenced to 5 life terms*, followed by the subheadline *Israeli court convicted Marwan Barghouti in fatal attacks*. The person in question is identified by his political affiliation as a "Fatah leader" in the headline and by his full name in the sub-headline "Marwan Baghuti". The Arabic headline, on the other hand, mentions only the last name in the story محكمة اسرائيلية تدين البرغوثي (An Israeli court sentences Al Barghuti to 5 life terms). There is an additional text, in English this time, giving justification for the sentence "in fatal attacks", without any similar indication in the Arabic headline.

The English headline refers to a top *al Qaeda suspect killed*, while the Arabic one mentions the last name with his full proclaimed title in the Arabic headline زعيم القاعدة في جزيرة العرب...... وقتل المقرن (Al Muqrin, leader of Al Qaeda in Arabia, killed). The Arabic website contains two additional headlines about the same topic, both mentioning the leader in question by name, التلفزيون السعودي يعرض صور المقرن (Saudi television shows pictures of Al Muqrin) and the other tone, تفاصيل ليلة القبض على المقرن (Details known Arabic historical movie ليلة القبض على فاطمة the night when Fatima was arrested), although in that film was a heroic personality who was fighting against her corrupt brother.

In the same vein, the English headline that is entitled *Saudi al Qaeda cell names new leader,* while the Arabic equivalent specifies the predecessor and successor by their names in the Arabic headlineالقاعدة تعين خلفا للمقرن (Al Qaeda appoints Al Oufi as successor of Al Muqrin).

While the word "terrorists" is used in the English headline *Saudi offer terrorists a month to surrender*, the Arabic equivalent opts for"

متشددين" which could be translated as 'fundamentalists' or 'extremists', in the Arabic headline that is entitled فهد يعرض عفوا على المتشددين ويمهلهم شهرا (Fahd extends amnesty to extremists and offers them a one month delay). In addition the king's name "Fahd" is replaced by in English by a generic reference, i.e. "Saudis".

In the English headline, *influential militant*, *5 others killed in the West Bank*, the general anonymous reference to an "influential militant" is made more precise in the Arabic headline, مقتل قيادي من كتائب الاقصى وخمسة اخرين في نابلس (killing of a leader of Al Aqsa Brigades and 5 others in Nablus).

The choice between generalization and precision in referential terms is also reflected in the English headline *White House*, *Pentagon to release interrogation memo* versus the Arabic headline البنتاغون يكشف عن مذكرات لرامسفيلد حول التعذيب (Pentagon reveals memos from Rumsfeld regarding torture). The English story attributes the action to the White House and the Pentagon, while the Arabic mentions only the Pentagon. On the other hand, the English headline generalizes the reference to the memos as an "interrogation memo", while the Arabic one talks about "memos" in plural, specifying that they were issued by Rumsfeld, and further qualifies them as "memos concerning torture", not simply "interrogation memos" as does the English headline.

The general observation is that the headlines of Arabic websites tends to provide names, and sometimes functions or affiliations, of Arab personalities referred to, whereas the English headlines offer only general descriptive labels. However, sometimes the Arabic headlines are more explicit with non-Arab names and do not generalize them.

Another observation is that there is a tendency in Arabic to avoid ideologically loaded words, such as "terrorist", and to replace them with relatively less controversial words. In the same vein, those clearly accused of terrorism in English are referred to sometimes in Arabic with terms that convey a positive connotation, such as "leader".

7.1.3. Verbs

The choice of verbs that describe processes or actions is another relevant aspect where titles in the two versions of the same story differ. The discussion of agency above contains indications of how verbs are used in connection with an actor's presence or absence. The use of transitive\intransitive verbs is an important element of agency representation. However, different verbs are sometimes used with or without directly affecting agency.

In the English headline Saudis, U.S. take aim at Muslim charily with suspected terror ties, compared to the Arabic headline اجراءات سعودية لتجميد تمويل الارهابيين (Saudi American measures to freeze the financing of terrorists), "take aim at", that is to target terrorist financing, while the Arabic one implies that actual measures were or are being taken.

In the English headline *Poil of Saudis shows wide support for bin laden's views,*' wide support for bin laden's view' could imply a support for his words and deeds. The implication is explicitly excluded in the Arabic headline استطلاع سعودي: دعم لمواعظ بن لادن لا افعاله (Saudi poll: support for bin laden's preachings, not deeds), by using 'words' instead of 'views' and adding 'not deeds'.

The English headline *Nuclear watchdog criticizes Iran* becomes in the Arabic headline البرادعي: تعاون ايران غير مرضي (ElBaradei: Iran's cooperation is not satisfactory), is another example of generalization (criticism in English) as compared to precision in Arabic achieved by indicating the reason for criticism (unsatisfactory cooperation). Here the verb 'criticize' itself is deleted and replaced by a mere declarative colon, which could interpreted as 'says'.

The headline of the English headline Al Qaeda militants say they were helped by Saudi forces is rendered differently in the Arabic equivalent headline السعودية تنفي مشاركة رجال امن في اختطاف جونسن (Saudi Arabia denies the involvement of security agents in kidnapping Johnson), by choosing a completely different prescriptive. The English headline chose to foreground Al Qaeda's claim, while the Arabic one foreground the Saudi's position by refuting the claim. The result is two different headlines that imply two different stories, although both versions are about the same topic. Here we have an example what could be referred to as "modulation" procedure of translation, although the two headlines are not equivalent semantically.

The headline of the English headline *Arab press welcomes power transfer* uses only the verb "welcomes", while the Arabic headline is entitledتسليم السلطة: صحف العرب ترحب وتحذر (power handover: Arab press welcomes and warns), opts for two verbs" welcomes and warns".

Example of inserting additional text in one language, but not in the other, in order to provide reason, justification or more precision, have already been mentioned above. In the English headline *Sharon dismisses 2 rightist ministers from cabinet;* the only information given about the dismissed ministers is their political stance "rightist". In the Arabic equivalent more and different qualification is provided to the Ministers. The headline of the Arabic headlineشارون يقيل وزيرين معارضين لخطة الانسحاب (Sharon dismisses two ministers opposing the plan of withdrawal from Gaza) does not tell the political affiliation of the ministers, but provides the reason for their dismissal.

A final example is offered by the English headline Judge: Abu Ghraib a crime scene, while the Arabic headline القضاء يطلب عدم هدم "ابو غريب" خلال فترة المحاكمة (Justice requires that Abu

Ghraib not to be demolished during trial period) avoids the words "crime scene" by using a neutral circumlocutory formulation.

8.Conclusions

In this section ,I summarize the results that the paper has come up with.

The headlines differ in length , thematic structure and foregrounding and backgrounding of information. They differ also in lexical choices ,syntactic and functional structure.In addition to the wide differences among headlines that appear in both languages ,some headlines,or parts of headlines ,appear only in one language and not in the other , while lacking inherent elements that warrant their localisation .Differences have also been highlighted in voice giving, the use of sources and the attributions reflected in quoting and paraphrasing . These differences imply varying ideological postions and institutional policies that supposedly endeavour to please certain audiences and to avoid raising apprehension or criticism among some other audiences ; or even to attract certain advertisers.Controversial and sensitive issues are clear instances where such differention appesrs.

Appendix 1

Arabic News headlines

الشرطة العراقية تنسحب من النجف

http:// arabic.cnn.com/2004/middle_east/6/2/eiyadh.attack/index.html

بيان منسوب للزرقاوي: حرب العراق المقدسة في خطر

http://arabic.cnn.com/2004/middle_east/6/15/statement-holy-war/index.html

بيان منسوب للقاعدة :سنستهدف شركات الطيران قريبا

http://arabic.cnn.com/2004/middle_east/6/7/saudi.qaedalindex.html

مطاردات مستمرة واعتقالات في السعودية

http://arabic.cnn.com/2004/middle_east/6/1/saudi.shooting/index.html.

دمشق تعد قانون محاسبة امريكا ردا على العقوبات

http://arabic.cnn.com/middle_east/6/20/syria.sanction_us/index.html.

مشروع قرار معدل : العراق هو الذي سيدير الامن

http://arabic.cnn.com/middle_east/6/2/un.iraq/index.html

بريمر ينهي مهمته في العراق ويسلم السيادة

http:/ /Arabic.cnn.com/2004/middle_east/6/26/alaqsa.nabluls/index.html.

البنتاغون يكشف عن مذكرات لرامسفيلد حول التعذيب

http://arabic.cnn.com/2004/world/6/22/rumsfeld.memos-torture/index.html

اجراءات سعودية امريكية لتجميد اموال الارهابيين

http://arabic.cnn.com/2004/middle_east/6/2/jubeir.terror_money/index.html.

استطلاع سعودي : دعم لمواعظ بن لادن لافعاله

http://arabic.cnn.com/2004/middle_east/6/9/saudi.poll/index.html

Appendix 2

English News headlines

Iraqi police: Najaf wasn't prepared for officers.

http: edition.cnn.com/2004/world/meast/06/01/Iraq.najaf/ index.html

Saudi forces kill two militants

http://edition.cnn.com/2004/world/meast/06/07/saudi.threat/index.html.

Saudi security rises after attack followed

http://edition.cnn.com/2004/world/meast/06/01/saudi attack 1330/index.html

Syria preparing sanctions against United States

http://edition.cnn.com/2004/world/meast/06/19/syria.us ap/index.html

UN draft: Iraq to control security forces

http://edition.cnn.com/2004/world/meast/06/01/iraq.un.resultion/index.html

U.S. transfers power in Iraq

http://edition.cnn.com/2004/world/06/28/iraq.handover.intl/index.html.

Israeli court convicted Marwan Barghouti in fatal attack

http:// edition.cnn.com/2004/world/meast/06/061/barghouti/index.html

Saudis: Top al Qaeda suspect killed

http://edition.cnn.com/2004/world/meast/06/19/saudi.kidnap/index.html

Saudi: al Qaeda cell names new leader

http:// edition.cnn.com/2004/ world/meast/ 06/20/saudi/index.html.

Influential militant, 5 others killed in west bank.

http: edition.cnn.com/2004/world/meast/06/26/Mideast. violence

White House, Pentagon to release interrogation memo

http: edition.cnn.com/2004/ALL POLITICS/06/22/rumsfeld.memo/index.html.

Saudis, U.S. take aim at Muslim charity with suspected terror ties.

edition.cnn.com/2004/world/meast/06/02/Saudis.charity/index.html.

Poll of Saudis shows wide support for bin Laden's view.

edition.cnn.com/2004/world/meast/06/08/Poll.binladen/ index.html

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